



LEBANON

LEBANON BUSINESS LINKAGES INITIATIVES

Quick Facts

The project fosters economic growth opportunities by creating linkages throughout the value chain and building the capacity of small and medium sized enterprises.

Results to date:

Sales volume in supply chains of targeted markets has increased by over nine percent. This has generated an increase of more than five percent in net revenue and created over 430 jobs.

The Program:

USAID funded the Business Linkages Initiatives to foster economic growth opportunities in rural areas in three sectors: agribusiness, tourism and information and communication technology. The project creates connections throughout the value chain and builds the capacity of small and medium sized enterprises.

Beneficiaries:

Over 430 jobs were created through linkages developed under the program.

How Entrepreneurs Benefit:

USAID/Lebanon has successfully developed connections between food processors and farmers.



This program resulted in procurement agreements between Gardenia Grain D'or, a leading local food processor, and small scale farmers from the Beqa'a valley. The farmers now have a direct market where they can sell their cucumbers at fair market value and Gardenia no longer needs to purchase imported cucumbers. These contracts will result in the creation of 54 full time jobs and are expected to have a positive economic impact of approximately \$330,000.